

A transaction card having machine readable information and a visible display comprising: a card body; machine readable information on the card body; and a flexible display affixed to the card body for displaying information related to the machine readable information, the display including a pressure-insensitive polymer-dispersed cholesteric liquid crystal material having a first planar reflective state and a second transparent focal conic state, which is responsive to an applied voltage to display information wherein said information persists when the voltage is removed, and an array of conductors connected to the display for applying selected voltages from an external display driver to the display to change the state of the display.